

# The STORAGRAM

HALLOWEEN  
NUMBER



Kaufmann's  
"The Big Store"

FIFTH AVENUE  
PITTSBURGH

SHILLER

It's the way you  
show up at the  
show down that  
counts.

# The STORAGRAM

*The management does not see this publication until it is issued, therefore assumes no responsibility for articles printed in it*

*Published monthly by and for the employees of Kaufmann's, "The Big Store"; printed and bound in our own Printing Shop*

Vol. V

Pittsburgh, Pa., October-November

No. 9

## *How Much Money Will You Have When You Are 65?*

This tabulation was printed in the "Waldorf Window," published by the Waldorf Lunch Co. It was so good we are passing it along to "Storagram" readers. It clearly shows how much to deposit each month at your age to reach your goal, with interest at 4 percent, compounded semi-annually.

Amount You Want	YOUR PRESENT AGE						
at Age 65	20	22	24	26	28	30	32
\$ 5,000 . . .	\$3.33	\$3.66	\$4.04	\$4.46	\$4.94	\$5.49	\$6.11
10,000 . . .	6.66	7.33	8.09	8.93	9.89	10.98	12.22
15,000 . . .	10.00	11.00	12.13	13.40	14.84	16.47	18.33
20,000 . . .	13.33	14.67	16.18	17.87	19.79	21.96	24.45
25,000 . . .	16.66	18.34	20.22	22.34	24.74	27.46	30.56
30,000 . . .	20.00	22.01	24.27	26.81	29.69	32.95	36.67
40,000 . . .	26.66	29.34	32.36	35.75	39.58	43.93	48.90
50,000 . . .	33.33	36.68	40.45	44.69	49.48	54.92	61.13

Amount You Want	YOUR PRESENT AGE				
at Age 65	34	36	38	40	45
\$ 5,000 . . . . .	\$6.82	\$7.64	\$8.60	\$9.73	\$13.63
10,000 . . . . .	13.65	15.29	17.21	19.47	27.27
15,000 . . . . .	20.47	22.94	25.82	29.21	40.91
20,000 . . . . .	27.30	20.59	34.43	38.95	54.54
25,000 . . . . .	34.12	38.24	43.04	48.69	68.18
30,000 . . . . .	40.95	45.89	51.65	58.43	81.82
40,000 . . . . .	54.60	61.19	68.87	77.91	109.09
50,000 . . . . .	68.25	76.49	86.09	97.39	136.37
					203.04

—The White Star

## Buyers Meeting

On Friday evening October 3rd, the buyers and executives of the store gathered in the Eleventh Floor Dining Room for their monthly meeting. In the absence of Mr. Heyman, President of the Buyer's Association, Mr. Louis Schwartz assumed the chair and, after explaining in detail the purpose of the meeting, called upon the various members who desired the floor.

A request has been made in the meeting notices for constructive criticism of store policies, rules, management and advertising, so an open forum was established and all in attendance were given an opportunity to voice their views. In his opening address, Mr. Schwartz introduced Mr. Henry Kaufmann, one of the founders of the store, and the introduction brought forth a round of applause for this popular executive.

Mrs. Hale and Mr. Paley were first called upon but offered nothing in response. Mr. Silverstein assured the firm that his two 25-year ambitions that were recently filled left him nothing open for criticizing. He was speaking of his recent Constantinople trip and the fact that he finally secured one of the corner windows for display.

Mrs. Solomon threw a bomb-shell into camp by announcing she was indisposed. However, Mr. Harris ran true to form and held the floor for a few minutes in a discussion upon the advertising. He was refuted by Mr. Braunstein and a brief rebuttal followed.

Our jewelry buyer, Mr. Albright, then took the floor at his call and made some suggestions regarding the overtime arrangement, the employees discount system and the departmental division of merchandise. His topics were rather humorously handled and well applauded. Mr. Moffatt followed with a tale of woe concerning the free-and-easy methods of people who take liberties with his department's property.

A brief debate followed in which all took a hand, then Mrs. Solomon forgot her "indisposition" while she aired her view upon the contingent question. Paley too staged a grand come-back with some facetious remarks that had much to do with department store service.

Miss Maloney answered the contingent queries and proffered some excellent advice upon training of contingents by the buyers. Mr. Nicholas, Mrs. Hale and Mr. Starr followed with various other suggestions that were placed before the management. The old, faithful blackboard then made its appearance, and Mr. Clarkson gave one of his illustrated talks.

Following Mr. Clarkson, Mr. E. J. Kaufmann gave the closing address of the evening. He explained the idea of the request for criticism and pointed out that he felt like a pupil in sight of the teacher, referring of course, to the presence of Mr. Henry Kaufmann. Mr. E. J. gave a brief biological sketch of the founder in attendance and told of the ambitions Mr. Henry Kaufmann had always borne for his store.

Our Chief then launched forth into his own "criticisms," offering suggestions as to their treatment of salesmen from manufacturers and adding that the sample rooms on the Second Floor were then available and should be used by all the buyers. "Clean house-keeping" and "complete assortments of staple mer-

chandise" then followed as topics of Mr. Kaufmann's talk and he made some optimistic predictions for the coming year's business. "System is most vital," said Mr. E. J. in giving the "whys" of our extensive service systems and he elongated further by proving that systematization has benefited the store in countless ways since a decade ago.

The remarks of previous speakers were then gone over and comments made upon most of them after which a humorous election prediction was made and a few minutes given to the topic of our new escalator system. Mrs. Allison was then introduced in her new role and Mr. Kaufmann made a general request that all assist her by thorough co-operation. Adjournment followed.

## Choral Society is Formed

Under the direction and personal supervision of Mrs. James H. Greene, "The Big Store" Chorus was formed recently and has since held several practice sessions. The chorus will assemble in the Employees Dining Room, every Monday evening from six to six-thirty and practices will be held.

While the response to calls for candidates was a large one, some who signed their names have not as yet attended any practices and Mrs. Greene wishes to repeat her call that all who have not attended will do so at the next meeting. A favorable progress has been reported but there seems to be need of more members, particularly male singers.

Those who have attended practice are as follows:

Clara Weight, Mildred Buchlich, Catherine Muensterman, Peg Turnbull, Adelaide Torchia, Florence Torchia, Pearl Skirpan, Anna McCluskey, Antoinette Rozenas, Mary Ross, Martha Schilling, Frances Rost, Peggy Smith, Jeanette McCullough, Eleanor Doyle, Florence Craig, Agnes Simpson, Bess Hill, Ruth Berger, Margaret Wallace, Miss Minahan, Edith Kerr, Madge Ruffing, Agnes Vogel, Anna Litfin, Rose Arndt, Agnes Downey, Ellen Downey, C. O. Dunn, James Brooks, Glynn Jones, W. A. Paul, J. M. Ferguson, E. S. Poole, E. L. Malapert, James H. Greene and Philip Porterfield.

## Hospital Office Hours

Owing to the apparent misunderstanding of the hours during which dental and medical treatment is available at our Tenth Floor Hospital, we are printing them here for the information of all our readers.

The physician, Doctor Wechsler, is in his Hospital office every day between nine and ten in the morning.

The dentists are also here daily, one being available in the Dental Office of the Hospital every day between nine in the morning and 12 o'clock noon.

Either Miss Quinn or Miss Greene or both are to be found in the Hospital every day in the week from opening until closing time.

Employees are requested to avail themselves of the health-preserving benefits our Hospital service offers and to report there whenever they need medical dental attention. We now have six invalid chairs stationed about the store for emergency use, five of which having been lately purchased.

### "The Big Store" Bowling Notes

After a very successful season last year, the Merchants and Manufacturers Duckpin League has again organized and, from present indications, this year will show much better bowling than last. Eight teams make up the roster of the League and, as usual, all games will be rolled on Tuesday evenings at the Davis Alleys, at eight o'clock. The teams represented this year are as follows:

Pittsburgh Coal Company; Kaufmann's "The Big Store"; Pittsburgh-Des Moines Co.; Fort Pitt Company; Koppers Company; J. C. Garland Company; Pittsburgh Brokers; Harry Davis Enterprises Co.

The outstanding feature of "The Big Store" team thus far, has been the individual bowling of Fred Weiland, our popular Paymaster, who averaged 150 for five games in a week a while ago. We hope to see the rest of the team come up to Fred's par in the near future.

I. H. CRAIG.

### Executive Training Course Members

Under the auspices and direction of the Research Bureau for Retail Training of the University of Pittsburgh, an Executive Training course of instruction is being given to store employees. "The Big Store" is represented by a sizeable group who have classes three times per week in the store.

Those who have enrolled are as follows:

- Mr. Pickering—Jewelry
- Mr. Steding—Men's Hats
- Mr. Frank Albright—Jewelry
- Mr. Richards—Linens
- Miss Perkins—Adjusting
- Mr. Porterfield—Ladies' Underwear
- Mrs. Edwards—China
- Mr. Texter—Housefurnishings
- Mr. Greer—Yard Goods
- Miss Fisher—Bric-a-brac
- Mr. E. Cohen—Men's Furnishings
- Mr. Joyce—Men's Furnishings—Basement
- Miss Udin—Books
- Mr. A. Cohen—Boy's Clothing
- Mr. R. Landenberger—Advertising
- Miss Marie Flynn—Interior Decorating
- Mr. John Flynn—Marking and Receiving
- Mr. Price—Stationery
- Miss Porter—Ladies' Underwear
- Miss Hilda Dwyer—Executive Office
- Mr. Lagorio—Hosiery Stock
- Mr. Voelker—Boy's Furnishings
- Miss Maloney—Employment
- Mr. O'Donnell—Floorman
- Mr. Goldspinner—Boy's Clothing—Basement

### Miss Nettie McKenzie is Ill

Store people and particularly those who were at Bear Run will be sorry to hear that Miss McKenzie has been confined to her home with illness ever since she left our summer camp. Her condition has been reported as "improving" when we were going to press, and we extend her our best wishes that the improvement is a steady, rapid one.



### Bill Kennelly—Big Game Hunter

There is a story making the rounds that Bill Kennelly, the Tenth Floor printer with the fog-horn voice, is a hunter of no mean ability. A few weeks ago Bill surrounded three monstrous animals in his sanctum and sent them to the Happy Hunting Grounds with the aid of some type cleanser that was handy.

Bill is also a accomplished violinist and is said to be having his measurements taken for a Tuxedo. If he can fiddle like he can kill rats, he'll be a whole orchestra himself.

### Young Men's Club Needs Members

In conjunction with the downtown Y. M. C. A. there has been a club formed here at the store for our younger men and its enrollment is not yet what it should be. The club is one that is well worth joining as it offers recreational opportunities that include everything from the use of the "Y" Library to the use of the Gymnasium and Pool.

We would like to see more young men of the store turn out for this club and trust that the response made to this call will give us an organization "The Big Store" will be proud to call its own. Mr. Greene can furnish you with whatever information you would like to have and would like to see as many applications as are possible. More will be said about this in the next issue.

Salt Lake City society woman seated at a table in a large department store—"Would you like to buy some Christmas seals?"

Woman Customer—"What are they for?"

S. W.—"To fight tuberculosis."

Customer, disdainfully—"Oh, I always sterilize my letters before I mail them."



THE BOOKKEEPING DEPARTMENT—10th Floor

The following article is made up of excerpts from an advertisement of the Elliott Fisher Company to appear in "*The Dry Goods Economist*." It gives one an idea of the esteem in which our store and its systems are held by outside firms. The above photograph and the one shown elsewhere in these pages were both used in conjunction with this publicity.

#### "KAUFMANN'S—A FINE EXAMPLE OF SPLENDID MANAGEMENT

Down in the heart of Pittsburgh's business center stands the great Kaufmann Department Store.

From the very apex to the lowest sub-cellars, every modern method and device designed for the purpose of producing the greatest measure of service, consistent with intelligent economy, is in daily operation.

There is something about the atmosphere of the Kaufmann Store, both inside and out, giving silent testimony to the studied and well directed management of this great retail establishment.

The accompanying pictures disclose but a section of the entire floor occupied by their office and suffice only to give a slight inkling of the modern, open construction principle, providing more light, more air and happier surroundings for its employees. This office is entirely sound proof and every article of furniture has been treated to prevent the resonance of the slightest noise. A stranger, entering this huge area for the first time, just teeming with energy and action, is immediately struck with the unusual silence pervading the entire department.

**KAUFMANN'S CARRY THIS MODERN IDEA OF OPERATION AND MANAGEMENT**  
into every department of their business—a fact which has undoubtedly been a tremendously large element in their having built up the remarkable patronage they enjoy.

Many interesting paragraphs might be put together to sketch the lengths to which the management of Kaufmann's have gone to make the name of this store stand out in the very fore front of the retail trade.

#### IN NO OTHER STORE

has more effective management and system been brought into play than in Kaufmann's who mail out approximately

**60,000 CUSTOMERS' BILLS ON THE FIRST OF EACH MONTH**

These bills show a complete record of the month's transactions including the last working day of the month—all charges, credits and cash payments for the month are included.

#### THIRTY OPERATORS ON ELLIOTT FISHER ACCOUNTING MACHINES

post the bills and ledgers; four of these operators recently averaged more than 1000 postings per day for an entire month. This store uses twenty-eight Elliott Fisher Accounting Machines on their regular charge accounts, and two machines on lease accounts—Posting as many as—

**HALF A MILLION TRANSACTIONS IN A MONTH!"**

## With Apologies to K. C. B.

DEAR FOLKS:

\* \* \*

EVERYBODY IN the  
world.

\* \* \*

SEEMS TO have worries.

\* \* \*

THE DOCTOR worries.

\* \* \*

ABOUT HIS patients.

\* \* \*

SOME GET well.

\* \* \*

TOO QUICKLY.

\* \* \*

OTHERS DON'T get  
well.

\* \* \*

THE DENTIST worries.

\* \* \*

ABOUT HIS gold.

\* \* \*

THAT'S IN your teeth.

\* \* \*

HE CAN'T get it back.

\* \* \*

IF YOU have no change.

\* \* \*

AND THE lawyer  
worries.

\* \* \*

ABOUT THE jury.

\* \* \*

MORE THAN he does.

\* \* \*

ABOUT THE defendant.

\* \* \*

I TOO have worries.

\* \* \*

AND THE worst worry.

\* \* \*

THAT SILVERS my  
hair.

IS ABOUT you.

\* \* \*

IT SEEKS you folks.

\* \* \*

THINK THAT the  
editor.

\* \* \*

CAN CREATE the news.

\* \* \*

BUT HE can't.

\* \* \*

ANY MORE than the  
Doctor.

\* \* \*

CAN CREATE a disease.

\* \* \*

BEFORE HE cures it.

\* \* \*

OR THE dentist.

\* \* \*

CAN GIVE a toothache.

\* \* \*

OR THE lawyer.

\* \* \*

HANDLE YOUR case.

\* \* \*

IF YOU haven't a case.

\* \* \*

TO HANDLE.

\* \* \*

ALL OF which.

\* \* \*

IS MY roundabout way.

\* \* \*

OF ASKING for more  
news.

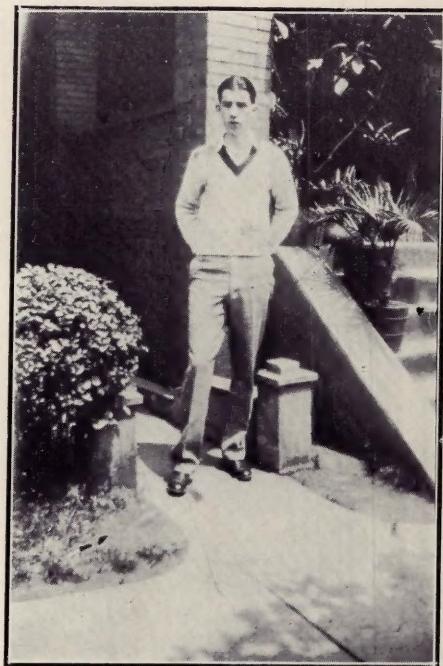
\* \* \*

FOR OUR next issue.

\* \* \*

I THANK YOU.

W. J. D.



## The Most Obliging Chap We Know

To our knowledge this is the first picture of "Jake" Miller that ever found its way into our columns for the most admirable of his many virtues is his modesty. Mr. Miller is one of the store's best known characters and has been one of Mr. Adams' most capable assistants for some time in the Advertising Department.

He's a handsome chap too, girls, and has a disposition to be envied. The sort of a fellow who is always busy, yet never so busy that he forgets to do a favor,—in short, Jake is certainly an all-round good scout and we're glad to call him a friend.

## A Passing Day

A day is slipping fast away,  
A day of many, many cares;  
Have I fallen by the way,  
Or been caught by any snares?

How have I lived today?  
How has my task been done?  
Have I walked along the way  
Where always shines the sun?

When at last the day has passed,  
Return—it never will.  
Will my record at the last  
Prove my deeds done well?

Years like days pass away  
And years compose my life,  
Will I be victor all the way,  
And conqueror over strife?

MRS. ELSIE M. STEWART,  
Men's Alteration Room.

## Mr. Thieret Back at Work

After a stay of more than two weeks in a local hospital Mr. George Thieret of the Supply Department has returned to work. George was operated on for a tumor that had grown on his skull bone and the operation has been pronounced a complete success. He's back at his desk now and shows no signs of having lost any weight over the stay in bed.

## Employees Notice

Mrs. Clark of our Beauty Parlor has asked for an announcement in this issue covering the privileges of the Beauty Parlor for women employees. The store rules are: "A half-rate will be given on all manicures before 10 o'clock, on the first four mornings of the week. No appointments can be made."

"How many people work in your office?"

"Only one. He came today. The others have been with us some time."



A BATTERY OF OUR BOOKKEEPING MACHINES

414 Winston Street  
Mt. Washington Sta.  
Pittsburgh, Pa.

Kaufmann's "The Big Store,"  
Pittsburgh, Pa.

Dear Sir:—

About three weeks ago we purchased a set of gold band French China from your store. Upon delivery we found five cups broken. Your China Department replaced them but the new cups were not an exact match.

Upon our complaint, your manager of the China Department, (who also seems to be your buyer), very kindly said that he would make a careful, personal search in your warehouse. After about three days we were greatly pleased when we received five more cups, which match exactly the original ones in both size and coloring.

I do not know this gentleman's name but I feel you will know to whom I refer, and I wish you would extend to him my thanks for his great courtesy—and at the same time, accept for yourself my congratulations upon possessing for your store organization so fine a gentleman.

Yours faithfully,  
EDMUND M. CRAWFORD.

The above letter was received by Mr. Wolf and, after a brief search, he discovered the courteous gentleman referred to in the letter was none other than Mr. Nicholas of our China Department. Congratulations, Mr. Nicholas, you have not only made a warm friend for yourself but you have also made the customer who wrote the letter a firm believer in "The Big Store."

### An Old Friend In the News

Friends and acquaintances of Prof. Carman C. Johnson, who formerly edited "THE STORAGRAM" will be surprised and pleased to know that the recent Sunday Pass system adopted by the traction company was submitted by him. This system, as you know, permits the rider to use as many cars as he may care to, using a pass that can be purchased for a quarter.

Prof. Johnson was our first "STORAGRAM" Editor and his stay here is well remembered by all who were acquainted with him at the time. He is now instructing at the Westinghouse High School and, doubtlessly making the same excellent progress there that he made while with our store.

### Miss Foley Vacations in California

Miss Foley of the Tenth Floor had a most enjoyable vacation this Summer from all the accounts we have heard of it and came back with some interesting information about the Golden State as a vacation place. She spent her entire vacation there and incidentally had time for a pleasant visit with Miss Crowley, a former co-worker who has forsaken our city for the sunny climes of California.

### Mistaken Identity

A kindergarten teacher entering a street car saw a gentleman whose face seemed familiar, and she said, "Good evening!"

He seemed somewhat surprised, and she soon realized that she had spoken to a stranger. Much confused, she explained: "When I first saw you I thought you were the father of two of my children."

# THE STORAGRAM

CONSULTING EDITORS

B. L. TRAUB

J. H. GREENE

E. T. ADAMS

EDITOR

William J. Dolan

ASSOCIATE EDITORS

HELEN P. CONNORS	C. J. HANLON	JOSEPH MEYERS
NETTIE MCKENZIE	HARRY BRODIA	
E. R. JOHNSTON	F. P. FREEMAN	
FRANCES SCHULTHEIS, <i>Artist</i>	J. R. HOOPER, <i>Artist</i>	
P. D. PORTERFIELD, <i>Artist</i>		

OCTOBER-NOVEMBER 1924

## It's the Finish That Counts

Ever sit down and think of the things you've started and for some reason or other you left off before you finished?

Of course you have. Who hasn't?

When you walk through memory's store-house and find this or that job or idea left unfinished, you still see great possibilities in it, if you had had the sticking quality to see it through.

The thing that holds us back—that leaves a good resolution a wreck in one's memory, is lack of WILL POWER.

Flimsy excuses undermine WILL POWER. You start with vim—plenty of it. You're enthusiastic—but before the task is completed your WILL POWER permits your weakened purpose to go on the rocks.

It is well to plan and even start to accomplish a certain thing, but we cannot hope to carry it through to a finish unless we hold ourselves to the task until it is accomplished. Every life has its tragedies because of the lack of WILL POWER.

Let the WILL POWER weaken for one moment, and you're less a man for it.

Starting out to put a good idea over is all right—it's fine, but it's the finish that counts.

Once you start to accomplish a thing, hold yourself to it.

—The Bullock Way

## How To Judge Men

George Horace Lorimer, editor of the *Saturday Evening Post*, gives this advice on sizing up men:

"Look in a man's eye for honesty;  
Around his mouth for weakness;  
At his chin for strength;  
At his hands for temperament;  
At his nails for cleanliness;  
His tongue will tell you his experience and prove or disprove his statements as it runs along."

It is interesting to try this test out on our friends and others that we know. So many times these physical characteristics check up with the qualities of a man that it is not necessary to ascribe every man's success to "pull."

—More Pep.

## Some Helps on the Road to Success

*Gleanings from a recent article by  
F. D. Van Amburgh*

Mr. Van Amburgh says, "Philosophy is for the professors but my thoughts are for the folks who are willing to mix a lot of work in their plans to win. The secret of big men's successes can be found along the same narrow pathway, which you and I daily tread."

"Today we watch the men of millions and stand almost benumbed by their business successes, yet these men live in the same World as we, with the same opportunities. Speculation, chance, pot-luck may have brought to these money-men position, fame or whatever we call success, but if so, the same fluke can lower them again to their first level, and probably will."

### Regarding The Ability To Work

"Riches are not resources, they are added responsibilities." (The ability to work is a resource). "Position is a point on the end of a slippery plank." (The ability to work is firm ground.)

"If you have a palpitating void, a consuming desire to be as big as the boss, to be president of the company, to be a manager in the organization, (and you want to hold what you may gain) it is absolutely necessary for you to come down to earth and build on a solid foundation . . . . begin with a willingness to work."

\* \* \* \* \*

Some have the false idea that "work" is something that was wished on human beings by the Devil. Whereas it really is a great blessing, a gift from the gods. It may be a bit irksome sometimes because we have not yet worked out in this world the perfect system of living. But the ones who are the happiest are those who have found their right work and have a willingness to do it and an attitude toward their work that makes it a pleasure.

This is a hard World for those who do not have the right attitude toward the things in the World, as they are not as they ought to be. Everything could be changed for the better, perhaps, but it will be a long time, and we may be dead before the change comes. So the thing to do, if we want to be happy and successful now, is to change our attitude to harmonize with present day methods of making life a success.

### What Do We Mean By "Attitude?"

First, let us go to the dictionary and see what is said about it there. The dictionary says that, "attitude is the bearing assumed by a person, indicative of their feelings and their opinions toward any subject."

### How Our Attitude Governs Our Success

Now our attitude is not confined to just one person or one object, but is a many sided affair.

We have for instance:

Our attitude toward our employer and our store.

Our attitude toward our fellow-worker.

Our attitude toward our customers.

Our attitude toward our merchandise.

Our attitude toward the World in general.

Our attitude toward our jobs.

Our attitude toward our friends and family.

Our attitude toward ourselves.

On all these diversified subjects our attitude is the

**BEARING WE ASSUME**, indicative of our feelings and opinions.

And upon our attitude, or bearing assumed, upon these diversifie dsubiects depends our chance of success in this world.

To have the right attitude (that is, to assume the right bearing) means that success is easy. To have the wrong attitude, (that is, to assume the wrong bearing) means that success is difficult and more often impossible.

Now to go a step further back, this bearing is simply an indication of how we feel and think.

Therefore, it is necessary to think rightly and feel rightly, if we would have our bearing such as to give us the right attitude toward things.

If we think and feel rightly then everything is easy. If we don't think and feel rightly, then it is a harder job (but not impossible) to make our bearing such as will indicate a right attitude, toward things and people.

Now while we are expressing here great truths, we will be weaving, if we do not watch out, a kind of mystic maze, unless we steady ourselves by considering what is the right attitude toward all these eight things I have enumerated above.

I should say that the right attitude toward them all is "**FRIENDLY CO-OPERATION**."

Feel and believe, if you can, friendly co-operation but if you can't feel and believe it, act it any way, if you want to be a success.

#### *Friendly Co-Operation is the Right Attitude*

It is the one thing that will put you in closest touch with the success spirit.

Let us go over the list again and see how we individually should line up with these eight subjects, if we have the **FRIENDLY CO-OPERATIVE ATTITUDE**.

Feel, believe and act—

Friendly co-operation—

With our employer in carrying out his wishes for the general improvement and good of the store.

With our fellow-workers in making our association with them pleasant and helpful to those who need it.

With our customers in serving them as we would under like circumstances be served.

With our merchandise in respecting its value and in keeping it as it should be kept.

With the World in general by being in sympathy with things that are for the up-building of humanity.

With our jobs by doing our level best to fulfill every requirement as perfectly as we can.

With our friends and family by being loyal, sympathetic, helpful, unselfish, thoughtful and warmhearted.

With ourselves by being true to the great principles of right living and right thinking.

The correct attitude is assuming a "**FRIENDLY CO-OPERATIVE BEARING**" toward all these important branches of our daily existence.

#### **Wendling Is a Father**

The Sporting Goods Department rejoiced with Mr. Wendling when the news of his daughter's birth was announced. He passed the customary cigars and announced the newcomer's weight to be seven pounds.

---

#### **Mr. Hauser's Moustache Escapes Us**

Of course we noticed that new moustache of Mr. Hauser's as soon as he returned from his vacation but we were afraid it wouldn't be permanent so we didn't interview it immediately. However, as the closing date for news came along, the upper lip decoration bloomed forth in fine style and we decided to interview it.

Mr. Hauser was too hard to locate, so we asked his secretary, the titian-haired Belle, if he had decided to keep the moustache for the winter. She was very non-committal in her reply and we went away disgruntled. However, it does look as though it's going to stay with him—and we do hope he'll at least keep it until this is off the press.

“All right back there?” called the conductor from the front of the car.

“Hold on,” came a feminine voice. “Wait ‘till I get my clothes on.”

The entire car full turned and craned their necks expectantly. A girl got on with a basket of laundry.

---

#### **Mr. Schwartz Donates Some Photos**

After a number of requests, we finally obtained the photographs shown on the next page—they are views of a few interesting spots visited by Mr. Schwartz, Merchandise Manager, and Miss Ella Riley, Buyer of the Lingerie Department, while in their recent trip abroad. The scenes all have some historical importance attached to them and are deserving of reproduction here.

While across the water, Mr. Schwartz and Miss Riley visited London, Paris, Brussels, Florence, Rome, Pisa, Venice, Vienna and Budapest, making extensive purchases of fine hand-made lingerie, baby-wear and negligees. All of which serves to indicate that “The Big Store” will benefit by a bigger and better business in each of these departments.

According to Mr. Schwartz, conditions in the foreign countries are greatly improved since the chaos that followed the war and manufacturers there are only too willing to co-operate with American department stores, knowing as they do the immense purchasing power our stores have. He states that with the inauguration of the new Reparations Plan of Gen. Dawes, we can look forward to a larger consumption of American-made products by European nations and that both factors will benefit greatly.

His description of the trip, particularly of their being granted an audience with the Pope in Rome, is a most entertaining one and we would like to have given it space here. We trust Mr. Schwartz will remember us better the next time he “crosses the pond,” that we might give our readers more than a mere sketch of such an interesting trip.

# INTERESTING FOREIGN PLACES

VISITED BY

Mr. Schwartz  
<sup>AND</sup>  
Miss Riley



CATHEDRAL  
AT PISA ITALY



LEANING TOWER  
PISA, ITALY



BRIDGE OF SIGH  
VENICE, ITALY



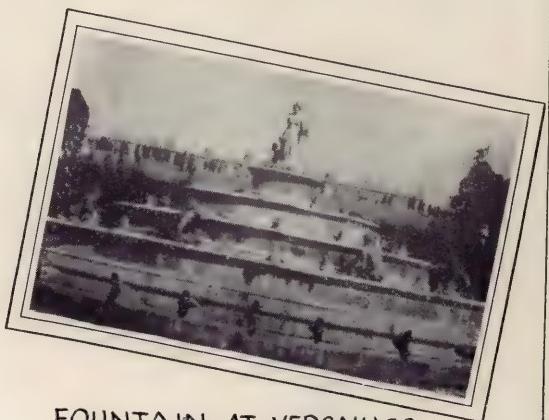
E.RILEY, L.SCHWARTZ  
AND M.KEARNEY  
ROME, ITALY



AN INTERESTING VIEW  
AT ROME, ITALY



ST. MARK'S SQUARE  
ROME, ITALY



FOUNTAIN AT VERSAILLES  
FRANCE



## Dress Well and Succeed

The arrival of Fall has been forced on our attention by three things, the appearance of dress regulations, the Fashion Play and cold weather. These emphasize the fact that the present is more than any other an age when good appearance counts in a man's favor. Frequently our judgment of new acquaintances is influenced by the garments they wear. "She's rather nice but she looks like a Christmas tree." or "How well groomed she is!" Consideration shows us that in the contact we have with the customers of the store, casual though they may be, we in turn are being judged continually by our appearance.

Perhaps the fundamental reason for the emphasis on appearance in the business age is the feeling of security and confidence one gains from being fitly garbed. Army rules regarding dress are rigorous not because of the effect on the enemy, but because each man stands straighter, is surer of himself, if he is trim and immaculate. He is "sold" to himself. Spotted or shabby clothing makes the wearer of the garment feel ill at ease, conscious of the awkwardness of his hands and feet while crisp freshness is sufficient to relieve him of those worries.

To dress well does not require a ready mint, simply discrimination, judgment and some care of apparel. Most of the well-groomed men and women dress on a limited income. They achieve their effect as an artist does by studying their materials, their type, their build, their coloring—then only do they purchase. Careful selection is the reason for their success.

The mode this season plays into the hands of the business woman. The Fashion Play featured dark dresses of careful cut, simple line and ornament. Taste and the development of critical appreciation of costumes are the foundations for the mental freedom that comes from the wearing of correct apparel.

### How to Live

"Worry less and work more;  
Ride less and walk more;  
Frown less and smile more;  
Drink less and breathe more;  
Eat less and chew more;  
Waste less and save more;  
Preach less and *do* more."

One of our customers entered the Yard Goods section the other day and requested samples of various pieces.

"I am looking for material for my porch pillows and I don't know yet just what I want."

"That's perfectly all right, Madame," said the saleswoman, "We are glad to give you the samples and I hope you will like these."

"Every lost sale has a reason, the POINT is, FIND the REASON and sell the next customer."

# Educational Notes

As the season opens with the delightful, new winter fashions, imported from Paris, showing the ensemble coat-and-dress costume well in the foreground, we should brush up on the French pronunciations, and the meanings of the words that these styles bring with them.

Here are a few reminders:

Ensemble	Ahn sahm'bl a as in ah bl as in blow	} whole entire
Ombré	Om bra' o as in come a as in say	} tinted shaded
Couturiere	Koo tu yer' oo as in boot u as in blue e as in ere	} dressmaker seamstress
Directoire	Di rek twar' i as in machine e as in get a as in are	A gown fashioned upon the classical lines of the French Directory
Faille	This word is given the English pronunciation	
File	i as in Isle	
Modiste	Mo diste' o as in ode i as in machine	} milliner
Chapeau	Shap' po' a as in at o as in ode	} hat
Silhouette	Sil oo et' i as in ill oo as in boot e as in get	} profile outline
Chic	Shik i as in machine	} smart stylish

While we are remembering, we might as well include lingette, which is sometimes mistaken for a French word and so mispronounced. It is a coined English word and is pronounced—lin jet'—in as in tin, e as in get.

### Eleven Things To Remember

- The Value of Time
- The Success of Perseverance
- The Pleasure of Working
- The Dignity of Simplicity
- The Worth of Character
- The Power of Kindness
- The Influence of Example
- The Obligation of Duty
- The Wisdom of Economy
- The Improvement of Talents
- The Joy of Service



### "Izzy" of the Printing Department

Over in the North Side Warehouse, far up on the topmost floor, "Izzy" is making history in our Printing Department. A big, husky ambitious fellow, he never tires of work and, no matter how busy the day may be, you will always find him begging for more work from Mr. Spencer.

Al and Fritz are forever marvelling at the industry of this tireless fellow-worker of theirs and will recount tales of him by the score when you visit the place. All the girls are fond of "Izzy" but he is much too occupied with his work to give them any of his time. He does a lot of work on *The Storagram* and you readers can see what a splendid worker he must be by looking over its columns.

### Use That "Thinker"

You've got to think, if you want to know  
The things that are worth the while;  
If you're going somewhere, think where you go,  
And maybe you'll save a mile;  
If you start at random, without a thought,  
You may wind up anywhere,  
And all your effort will come to naught,  
And you're nowhere—when you're there.  
Your thinker, you know, is a priceless gift;  
A gift that's been given you,  
And it will pay you to ponder thrift  
From most ev'ry point of view;  
The fellow who thinks that saving pays,  
And puts his coin in the bank,  
Will some day side-step the rainy days,  
And have his thinker to thank!

You've got a thinker to think out things;  
The answers are there to get;  
True thoughts are angels, without the wings—  
Just think, and they're yours, you bet!  
There's no one else who can think for you;  
But here is a thought to heed;  
Just think out the things that you have to do,  
And do 'em—and you'll succeed!

### Our Engagement Reporter Reports

Cupid with a deadly aim, came riding on Sherman's horse. One doubt remains, did he ride at night or day? 'Tis hard to judge in this particular case. We all know he prefers riding at night and it is plausible to assume that he fought his winning battle while the Moon looked on in her calmness and mien of profound joy.

'Twas one early morn that the Moon awoke me from a peaceful slumber and, with a happy twinkle in her eye and a smile as broad as the sky, exclaimed, "I saw it. It's done!"

Angered by her unwelcomed disturbance, I asked with a sneer: "What's done? What have you seen?"

"Listen," answered the Moon with her peculiar air of assurance, "This early morning in East End I witnessed a happy engagement."

"An engagement?" I ejaculated.

"Yes," the Moon assured.

"Whose?" I asked.

"Miss Anna Friedman of Joe Meyer's office pledged her troth to Jonas Weil a prominent business man."

"Well," I exclaimed, pleased with the news, "Let's hear how it happened."

A long tale was told the writer but it will be sufficient to say that Mr. Weil holds Miss Friedman in greatest esteem, judging from the beautiful diamond that adorns her tiny third finger. You ought to see it!

Wishing Miss Friedman luck, we must not forget to tip our hats to Dan Cupid and besides, heartily congratulate Mr. Weil. He's lucky!

By FRANCIS THOMAS.



### Jimmy Fanning, Junior Ad-ster

Among the budding geniuses of the store there is none who can touch Jimmy as a climber. Industrious, alert and ever on the go, Jim is climbing to bigger things daily.

### Miss Landers Takes a Loss

They say she's in a blissful state,  
(Though I'm not one to preach or prate);  
At a recent church mission  
Her heartfelt contrition  
Made her lose several pounds in weight.

### Golf Notes

*By The Golf Expert*

There are many co-workers planning to take up golf this coming season and of course you would all like to know where you can play and what sort of an outfit you will need.

The City of Pittsburgh owns and maintains an 18-hole course at Schenley Park that is considered to be wonderfully laid out, and one of the finest public links in this section of the country. There will also be a new Public Golf Course within the next year and it is to be located in Aspinwall, one of our suburbs.

At Schenley Park an up-to-date Club House has lockers and showers for ladies and men. In addition, there is a very fine Lunch Room where light luncheons and refreshments are served at moderate price.

The charge for playing is \$10.00 per year, including locker fee, and \$3.00 yearly without the locker privilege. Applications for membership are made to G. W. Burke, Superintendent of Schenley Park. Checks or money orders should be made out to the City Treasurer and tax receipts must accompany application and money.

Your golf outfits can be purchased here at prices ranging from \$10.00 up to \$60.00, according to your means. No less than four clubs and a bag are permitted on the Park course.

"The Big Store" has golf experts to advise you in your selection of clubs, balls, shoes, clothing, etc. Get into the game now and get ready for "The Big Store" Golf Tournament, a thing that is not so far away as it seems.

### Obvious

Dr. Crabbe had almost succeeded in dismissing Mrs. Gassoway when she stopped in the doorway, exclaiming: "Why doctor, you didn't look to see if my tongue was coated."

"I know it isn't," said the doctor wearily. "You never find grass on a race track."

Minister (at baptism of a baby): His name, please.

Mother: Randolph Morgan Montgomery Alfred van Christopher McGooft.

Minister (to assistant): A little more water, please.

### LEGAL AID BUREAU

Kaufmann's Protective and Beneficial Association

EMANUEL AMDUR, Esq., Counsel.

Legal advice furnished without charge to employees of The Big Store.

Office Hours: Wednesday and Saturday, 9 to 10 A. M.

### From J Alteration, Tenth Floor

We are glad to report at this writing that Mr. Odenheimer's hay fever is very much improved. He has reduced his sneezing average to about 25 ker-choos a day now.

Mr. Cupid is working again for Mr. Odenheimer's department. The department unites in extending their congratulations to Miss Lloyd, Miss Nagy and Mr. Klein, our three latest "leapers."

The sincere sympathy of the whole Alteration Department is extended to Miss McMahon who lost her brother recently, and Miss Vonges, who lost her father.

### A Recent Wedding in Millinery

Miss Ernst of the Millinery Department recently transferred her maiden name and now is socially known as the wife of Mr. F. H. Brinkman of Squirrel Hill. The couple were married at the famous Little Church Around the Corner in New York and sailed shortly after the ceremony for Europe.

After a two months' honeymoon in the Old World they will return to take up their residence here. The bride was a prime favorite of the department and all her former associates wish that her married life will be a most happy and contented one.

### Greetings to Miss Sutherland

A very important piece of store news is centered around the addition of a new employe in the name of Miss Jessie Sutherland, who is now located with our Mr. Johnston in the Travel Bureau. Miss Sutherland comes to us with a brilliant record, having been formerly private secretary to Hon. Alexander P. Moore, now Ambassador to Spain. We feel especially fortunate in securing the services of Miss Sutherland in this field and take this means of introducing her to all of you, and at her request, ask that you make her acquaintance on the balcony.

### Did You Visit the Electric Home

The model Electric Home, on Wilkins Ave., near Beeler St., was furnished and decorated by "The Big Store" and presented to the public by the Electric League of Pittsburgh to teach better home lighting and the use of labor-saving appliances. Thousands visited it to glean new furnishing ideas from its attractive layout and the exhibition was certainly a successful one from every angle.

Our store has ever been progressive and this latest proof of its up-to-the-minute spirit won for us the good will of every visitor for the furnishings, while all over-elaborate, were tasteful and attractive—<sup>and</sup> the cost was within the reach of the average home owner. The Electric Home was well worth visiting and all who inspected it expressed their admiration on it.

Oh, mamma, do come up and spank baby. <sup>He</sup> is sitting on the fly paper, and there are hundreds of <sup>them</sup> waiting to get on.

## SCRIBBLED ON A RAINY DAY

By H. L. B.

Outside my window  
the wind beats  
and angry sheets  
of muddy rain  
peer in and fall away.  
And I see a face  
in each whirling drop  
that scowls and frowns  
and I laugh and jeer  
from my retreat.  
For I'm secure and  
they must go  
and terrorize  
the foolish folk  
that scurry in  
frantic hurry  
on the streets below.

\* \* \* \*

Last night I felt  
forlorn and sad.  
No one of them  
who fill the  
day with bedlam;  
who utter threats  
and tiresome boasts;  
who whisper stories  
of yellow hue,  
then turn around  
and slander you—  
were 'round and  
just a light  
above, shone like  
a benediction and  
all about  
was gloom  
and gruesomeness.  
And I wanted one  
to talk with me,  
to tell me things and  
confide in me  
or I'd go mad.  
But I knew none  
I thought would do,  
my foretime havens  
palled on me.  
So I went out and  
feet took me  
a cinema  
cross the street.  
I got a seat  
at row there,  
scarce  
what flashed  
he screen.  
came a pair  
ok the seats  
ere beside me,  
as oft  
re,  
ctum  
one behind

can sneer at  
timid overtures.  
And in the  
shaded light  
I saw the maid  
was fair indeed.  
The boy I did not  
see at all. I wanted  
her to talk to me,  
and yearned  
to have her take  
from me  
that diresome cloud  
enshredding me.  
But they,  
engrossed  
within themselves,  
were miles away.  
And it came to me,  
and I laughed aloud,  
to take her from him  
in my need;  
to tell my dreams  
and things  
pent up in me, and  
wondered if  
she'd understand.  
But craven fool,  
I only sat and  
crept  
back in my shell,  
and listening  
heard her  
tell to him  
that sat right  
next to her—  
the gum she likes,  
the shoes she wears,  
the ribbons she  
puts in her hair.  
And I laughed again  
and thought  
"Thank God!  
that I ignored  
my foolish impulse."

\* \* \* \*

Right there before me  
lies a sheet  
with mystic numerals  
that are strange  
to me.  
And I conjure most  
wondrous things—  
my income tax?  
my bill that's due?  
the winning score  
of a contest new  
with which  
I'll win a  
tidy roll and  
square my debts?

Englamoured of  
my visions,  
came Dorothy,  
and showed me that  
my castles truly  
lay on sand.  
For she had come  
to add a  
cryptic "Grant"  
before that score.  
and lo my phone  
revealed to me,  
a crying need  
right in my home,  
of paregoric for  
an ailing child.

Ye Gods!

\* \* \* \*

To a Buyer:  
If I were you  
I would not shout  
and stamp about  
in irksome fury.  
You don't impress  
you just depress  
and fill me  
with contempt  
for feeble mankind.  
The Gods made you,  
they made me too.  
And what they make  
they can undo.  
Tomorrow you  
and then perhaps,  
I'll sit where you  
reign now—  
and scoff as you  
and shout as you  
and rave as you  
for sales and space.  
But until then,  
forbid.

\* \* \* \*

That woman at  
the Fashion Show  
haunts me yet.  
On every day  
she came anew  
and stood outside  
on marble floors.  
while there  
the crowds were swayed  
by music sweet  
and color harmony.  
Her dress

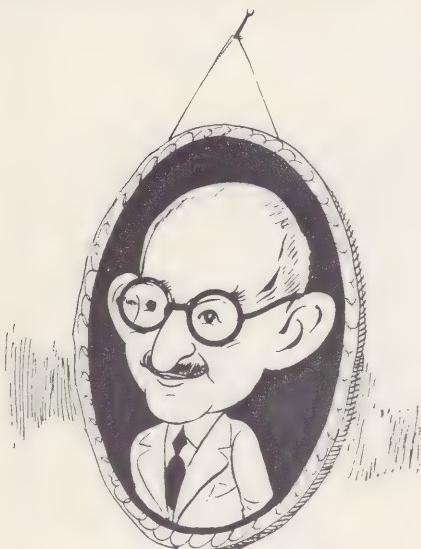
I can't recall, but  
bitter sadness  
in her eyes  
and careworn furrows  
on her brow  
cling to my  
consciousness;  
and waken thoughts  
of what could be  
that'd bring  
such mournful blots  
to one  
who seemed so young.  
She'd stand aside  
and talk alone  
(invisible  
her companion);  
and mutter queer  
and quickly  
glance inside  
where light  
and gladness prevailed.  
They told me  
of her story,  
a sordid, common  
tale—but  
I dare see  
beyond, and—

wonder.

\* \* \* \*

I've dined and wined  
most regally  
in marble palaces—  
My carcass I  
most nobly fed,  
but not a whit  
my intellect.  
But I've had a beer  
in a stinking hole;  
pot-luck in  
a battered shack,  
with one who talked  
and dreamt as I, and  
paralleled  
my inmost thoughts.  
The beer I drank  
seemed nectar; the  
meat  
like manna sweet.  
For my mind  
was glad and  
my soul a joy—  
the company  
is everything.

Miss Jennie Taggart of the Basement Wash Goods Department enjoyed a very pleasant visit at Oakland, Maryland, where she expects to make her home after the holidays.



### Mr. Haas All Framed Up

An impressionistic view of our popular Foreign Department Manager as the caricaturist sees him. Mr. Haas is a story-teller of repute and seems to be giving Joe Meyers a run for honors in that direction. At Bear Run he entertained early and late. (more often late), with his tales and was the noisiest person in camp.

### Toilet Goods and Drug Department

Mr. Harry Thomas of the Drug Department is in a very capable way, taking care of the department in the bowling circles.

Our department, we think, has the best floor-lady in the store—and we might include the floormen in this. To our way of thinking she is perfect. May, as we all call her, is interested in every customer, does her best to please them and all seem satisfied when dealing with her. As for ourselves, we all adore her—she's the best ever. Our own May, here's hoping she will always be with us!

Miss Florence Scanlon, one of our former demonstrators in the department, was a welcome visitor recently. Florence has been "doing her stuff" at Asbury Park for the last year, as a Hudnut demonstrator.

Mr. Oscar Solodar has been working nights lately, teaching his wife to drive the new Studebaker. Oscar says she is an apt pupil.

Everybody knows Vincent, our long distance errand boy. The department realizes he is the best we have ever had. He has a wonderful disposition, loves work—and certainly gets it.

Miss Beatrice Naujalis recently left our department to enter a convent and satisfy her long-cherished ambition to become a nun. We all admire Beatrice for such a courageous and high-minded ambition and trust she won't forget us after she assumes the veil.

Biddie—I suppose you have been in the navy so long you are accustomed to sea legs?

Middle—Lady, I wasn't even looking.

### Another Rumor Is Flying

Most of you know something about the many caprices and love affairs of one of the store's most sheik-like Beau Brummels, and how easily he falls in and out. Doubtless, none of you know however, anything about his latest. Friends, he has fallen for good now it seems, hard though it will be on some of the fairer sex. Our subject has joined night school to be with his lady love three times a week, and the other four, he's turning night into day in her charming company. Let us be brief, though—our "Connie" is in love at last.

### The Laughing Prayer

The sorry prayers go up to God  
Day after weary day,  
They whimper through the eternal blue  
And down the Milky Way.

Deaf to the music of the stars,  
The children of desire.  
Beggars before the Throne of God,  
They wait for God to tire.

The proletariat of Heaven  
Swarmed in the golden street  
One day when Michael's host came by  
Up to the Judgment Seat.

Above the heavenly mansions  
Bright, streaming banners flowed,  
While cherubim and seraphim  
Were crowding in the road.

And then a little, laughing prayer  
Came running from the sky,  
Along the golden gutters where  
The sorry prayers went by.

It had no fear of anything,  
But in that holy place  
It found the very Throne of God  
And smiled up in his face.

Then Michael waited in the road,  
For Michael understood,  
While God looked on the laughing prayer  
And found it sweet and good.

—Selected

### Two Slight Mistakes

The following postal card was received last week and the customer's complaints were taken care of. We believe the requests to be so unusual that we are printing the message here.

"Kaufmann's,  
Pittsburgh, Pa.

"Please call for a pair of corsets which are also to get a golf-stick which was sent in with two (2) five-pound dumb-bells."

MRS. J. L. — C —

1000 E. —

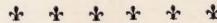
North



#### OUR MAIN FLOOR SODA FOUNTAIN ATTENDANTS

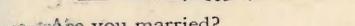
Above is pictured our group of Soda Fountain attendants from the Main Floor, all togged out in their spotless uniforms. These folk are widely known to all who visit the fountain and their extreme courtesy has long been a favorite topic of all who eat there.

Many shoppers find that the delicious light luncheons served here make shopping less of a task and the noon-time patronage is very heavy. The co-workers in the above photograph are:



#### Rules for The Pedestrians

1. Pedestrians crossing streets at night shall wear a white light in front and a red light in the rear.
  2. Before turning to the right or left they shall give three short blasts on a horn at least three inches in diameter.
  3. When an inexperienced automobile driver is made nervous by a pedestrian, he shall indicate the same, and the pedestrian shall hide behind a tree until the automobile has passed.
  4. Pedestrians shall not carry in their pockets any sharp instruments which may cut automobile tires.
  5. In dodging automobiles, pedestrians shall not run more than seven miles an hour.
  6. Pedestrians must register at the beginning of the year and pay a license fee of \$5.00 for the privilege.
  7. There shall be no rebate if they do not live one year.
- Each pedestrian before receiving his license to upon the streets must demonstrate before an examining board his skill in dodging, leaping, crawling extricating himself from machinery.
- Pedestrians will be held responsible for all damage to automobiles or occupants by collision.
- Exchange.



Are you married?

No, I got this black eye from a friend.

Bottom Row, left to right—Lena Pozza, Anna Borodoni, Mary Giedl (head girl), Mary Piper, Ray Saltsburgh, Mary Supria.

Top Row, left to right—Anna Gripp, Anna Deylinco, Florence Birs, Eva Jahukovic, Mr. Fisher, Agnes Hoerster, Victoria Mathews, Lillian Smith, Mary Schreiner.

#### Charge of Bobbed Brigade

Bobbed hair to the right of us,  
Bobbed hair to the left of us,  
Bobbed hair behind us,  
Tresses asundered.  
Some with a heavy crop,  
Some with a light crop,  
Into the barber shop,  
Walked the bobbed hundred.

Women of high degree,  
Women past fifty-three,  
Determined that they shall be  
One of the numbered.  
Women of every class,  
Mother, daughter, little lass,  
Sweetheart, sister, join the mass  
Of the bobbed hundred.

Some with bangs, some without,  
Some are shingled round about,  
Some in curls, and some in doubt,  
In case they have blundered,  
Some of them do look real swell,  
Some of them do look like—well,  
It's sometimes not just well to tell  
How look the bobbed hundred!

—*Keeping in Touch.*

# Thomas Chippendale

A young art student came to a furniture shop in London and the talk was of beauty of line, the dignity of proportion, and the introduction of mahogany in the manufacture of furniture. The art student afterward became Sir Joshua Reynolds, the world-famed painter. The furniture maker was Thomas Chippendale, known as "King of the Eighteenth Century Furniture Designers." And to these early friendly talks and arguments Chippendale attributes his reputation as a master of line and a genius of proportion.

Before the time of Chippendale, most of the furniture was made of the heavier native woods, such as walnut or oak. Mahogany made a powerful appeal to him because of its highly polished surface and the exquisite beauty of the wood itself, for the young cabinet maker who came up to London from Worcestershire had a passionate love of beauty and he was a master workman.

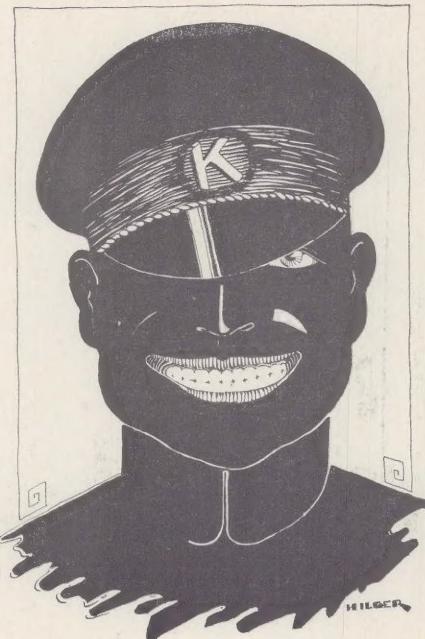
From his father, who had achieved considerable local fame, he inherited this love, and he had learned how to make the wood carvings that are characteristic of his designs.

After a fire he converted four adjacent dwelling houses into a shop which was situated on St. Martin's Lane, in the fashionable section of London, and because he protested against the amount of his taxes it seems probable he was prosperous. Moreover, he belonged to the Society of Arts, with Gibbon the historian, Richardson the novelist, Dr. Johnson the lexicographer, and Horace Walpole the politician. If you add to this that he married in 1748 and died in 1779, there is summed up practically all there is known of Thomas Chippendale himself. Chippendale not only made beautiful furniture, but he made it the fashion. He was recognized by both the nobility and gentry not only as an authority on the subject, but as an artist. He was probably better known as a designer of chairs than of any other form of furniture. Chippendale was familiar with artistic designs in Japan, Italy, and Spain, and was ready always to take ideas from the humble as well as the great, as is shown from the fact that subscribers to his book, "The Gentleman and Cabinet-Maker's Director," range from the Duke of Northumberland to a local bricklayer. A large part of his reputation is attributed to this book which was not so much a guide to his finished productions as an outline of the designs he would like to make, and these designs have served as a guide to furniture makers ever since.

Compliments of  
NICK J. KOLLING.

## Aftermath Of The Fashion Play

We have to take our hats off to little "Sol," who officiated so gracefully and thoroughly during the recent Fashion Show. Sol was behind the scenes most of the time, and his efforts were not seen, but he was there working all during those two weeks. Incidentally, he made quite a hit with one of the charming models so we're told. He fell pretty hard himself.



**A Silhouette Of Smitty**

The above is a silhouette sketched by our artist with "Smitty" the erstwhile porter who is now operating a passenger elevator, as the subject. "Smitty" formerly marked time as a porter on the Tenth Floor and established there an acquaintance with many of our store's elite, all of whom are pulling for his success in his new position.

He is a happy-go-lucky chap with friendly disposition and a stock of stories that puts the "Arabian Nights" to shame. Now that he's in the elevator service he'll have to confine his chatter to calling out the departments on the various floors, but even at that "Smitty" will find a lot of enjoyment as he certainly loves to chatter.

## Recipes

### *How to Preserve a Husband*

Be careful in your selection. Do not choose too young, and take only such as have been reared in good moral atmosphere. When once decided upon and selected, let that part remain forever settled, and give your entire thought to preparation for domestic use. Some insist on keeping them in pickle, while others are constantly getting them into hot water. This only makes them sour, hard and sometimes bitter. Even poor varieties may be made sweet, tender and good by garnishing them with patience well sweetened with smiles and flavored with kisses to taste, then wrap them in a mantle of charity, keep warm with a steady fire of domestic devotion, and serve with peaches and cream. When thus prepared, they will keep for years.—Tested

“The world does  
not know what it  
wants---and won’t  
be happy until it  
gets it.”

*—Lord Burnham*

*Nowhere*

IS THE GOAL OF HIM  
WHO FOLLOWS THE  
ROUTE TO

*Anywhere*

THE MAN WHO AIMS AT  
NOTHING IN PAR-  
TICULAR HITS  
THE MARK